Interreg Co-funded by the European Union

Central Baltic Programme

BALT-FIN-CIDER

Open Call for Applications to Participate in the Central Baltic Programme Project

Exports of the Baltic and Finnish Craft Ciders to Australia (BALT-FIN CIDER)

Project No. CB0700297

Craft cider producers, as well as producers of cider by-products and beverages, are invited to apply to participate in the BALT-FIN-CIDER project, which aims to initiate exports from Latvia, Estonia and Finland to Australia under the shared Baltic Cider brand.

The project is implemented by the Latvian Country Tourism Association "Lauku ceļotājs" as the lead partner, in cooperation with the Estonian Rural Tourism Organisation (ERTO) as a project partner and the Craft Cider Association in Finland as a cooperation partner.

Joining the Baltic Cider brand and the project offers craft cider producers the opportunity to participate in training on the Australian cider market, including market trends, regulatory requirements and import procedures, as well as to take part in promotional and sales events in Australia. Participation in the project also involves active engagement in the shared Baltic cider brand community and other joint activities. Activities will take place throughout the project period, from 1 May 2025 to 30 April 2028. Applications are open throughout the entire project period.

The BALT-FIN-CIDER call is open to all producers and entrepreneurs interested in starting or developing the production of craft cider (made from fresh apple juice), cider by-products and beverages.

Producers wishing to join th eproject initiative entering the Australian cider market must meet the following criteria:

- No concentrates are used in cider production.
- Cider is made from fresh apple juice (may include other ingredients: added fruits, berries, or herbs).
- Juice is made from domestic apples (not imported).
- Products are made, as far as possible, using locally sourced ingredients.
- Willingness to collaborate in promoting cider under the common Baltic Cider brand
- Interest in and capacity for exporting cider to Australia
- Ability to communicate in English
- Willingness to co-finance participation in marketing and sales events, training, and consultations
- Willingness to contribute. Contribute to joint marketing through collaborative events.

Applications are approved by the project consortium, comprising representatives of the project partners. If there are any doubts about whether a craft cider producer meets the criteria set out in this call, the application will be assessed by the project Steering Group.

Further information:

- About the project: https://www.celotajs.lv/en/project/45
- About Baltic cider: https://balticcider.com/lv

HOW TO APPLY

If you wish to become a participant in the BALT-FIN-CIDER project in response to this open call, please send a brief description of your company and products to the BALT-FIN-CIDER project coordinator. For any questions, please also feel free to get in touch:

Latvian Country Tourism Association "Lauku ceļotājs", Project Coordinator: Anna Palelione, Email: anna@celotajs.lv

We will add you to our craft cider community mailing list and keep you informed about upcoming events.

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